

Water Council Vision

Imagine that you are arriving from Israel and you are in the saltwater business and coming for the fifth Global Water Expo. You fly into Milwaukee, The Freshwater Capitol of the world, and board the light rail that takes you to the Water Council. You pass by a strip of recognizable water industries. You arrive at a beautiful facility connected with the Discovery World. There is the Water Council and the School of Freshwater Sciences. There are signs for several large water companies. Students and children are milling about while a conference is taking place.

A huge vessel pulls up and you watch an exchange of research equipment and scientists. The vessel pulls out into the Great Lakes. There is a building complex that stretches from the Lake to Rockwell. It is an incredible place of research and of water, technology and business formation. Kohler and Badger have their R&D there.

At the Water Council you meet Andy, a freshwater scientist who works at FWT. Andy grew up on Lake Michigan and went to UW-Madison for his undergraduate degree in engineering, then to UWM's Freshwater Institute, where he received his Ph.D. in freshwater sciences. He shows you around a busy Water Council.

You discover that since the Water Council opened, 10 major water companies have moved large portions of their operations to Milwaukee to join the five major water companies that are home-grown. The number of water-related industries has risen from 100 companies to 200 companies in 5 years. Green jobs, most involving water, have increased 25% and have raised Milwaukee's standard of living. Milwaukee's water economy and its power to draw water industries is being called the "Blue Gold Rush."

You see the Water Council's world renowned library—a depository of legal and policy water information and technology, and the educational efforts to inform citizens on the care and protection of our waters, especially Lake Michigan.

Newly proud of being a Milwaukeean, Andy takes you on a city tour. You immediately sense the freshwater feel of this water-rich city. Bradford Beach hosts hundreds of kids and adults swimming in clean water and playing volleyball. You understand that yellow perch are growing again in Lake Michigan and the fish supply from Milwaukee is plentiful in part because of the aquafarm work of the WATER Institute. Friday Night Fish Frys are more popular than ever...and cheaper than in 2008.

You see the river running through the Menomonee Valley where people fish and swim. Downtown buildings show off green roofs and solar panels that run water heaters.

As you walk through City Hall, you sense the collaborative efforts on the part of all to re-use water and to use it efficiently with the best technology Milwaukee can offer.

You feel clean and fresh as you journey through the city. You return to the Water Council, where you are connected to two Milwaukee industries and the WATER Institute in order to talk business. You're sure you'll sign a contract for services and products before you leave. And you know you will be back in Milwaukee, The Freshwater Capitol of the World.